

Communicate

Reaching your audience will be a challenge for the entire organization. There are many ways to reach people. Here are some ideas for accomplishing this.

The Personal Touch

- ✓ Door-to-Door flyer distribution
- ✓ Person-to-Person phone calls
- ✓ Recognition of member achievements

Community Events

- ✓ Neighborhood surveys
- ✓ Booth at local events
- ✓ Coffees or other social events
- ✓ Join efforts with adjoining neighborhoods
- ✓ Send speakers to business groups, service clubs, schools or churches

Read All About it!

Going Online!

Create an organization email address:
www.mail.live.com or
<http://mail.google.com/mail/help/open.html>

Reserve a domain name:
<http://www.godaddy.com/>

Consider a blog:
<https://www.blogger.com/start2>
<http://home.spaces.live.com/>

Social networking site:
<http://twitter.com/>

Create a website — Examples:
<http://www.goca.org/>
<http://tok.md.gov>

Community Toolkit

- ✓ Community Newsletter – for examples, see
<http://www.kensingtonheightsweb.com/association/cahome.cfm> and
<http://www.norbeckhills.org/nhnews.html>
- ✓ Ads in school, religious congregation, and club newsletters
- ✓ Bulletins, notices, pamphlets and posters